

WHAT IS CLAIMED IS:

1. An electronic advertisement receiving apparatus for a user receiving advertisement information supplied from an advertiser comprising:

5 electronic advertisement receiving means for receiving an electronic advertisement including said advertisement information converted into electronic information;

presenting means for presenting to said user said advertisement information of said electronic advertisement received by said electronic advertisement receiving means; and

10 presentation informing means for informing said advertiser of presentation information representing that said advertisement information of said electronic advertisement has been presented by said presenting means.

2. The electronic advertisement receiving apparatus according to claim 1, wherein

said electronic advertisement further includes identifying information for uniquely identifying the electronic advertisement, and

5 said electronic advertisement receiving apparatus further comprises: electronic advertisement storing means for storing at least one said electronic advertisement received by said electronic advertisement receiving means; and

10 electronic advertisement storage control means for storing said electronic advertisement received by said electronic advertisement receiving means, when said identifying information does not match said identifying information of each of said at least one electronic advertisement stored in said electronic advertisement storing means, in said electronic advertisement storing means.

3. The electronic advertisement receiving apparatus according to claim 1, further comprising presentation information output means for

outputting said presentation information to said user, wherein

5 said presentation information includes benefit information
representing benefits supplied from said advertiser to said user in return for
presentation of said advertisement information of corresponding said
electronic advertisement.

4. The electronic advertisement receiving apparatus according to
claim 3, wherein

5 said benefits are updated according to the number of times or a time
period said advertisement information of said corresponding electronic
advertisement is presented.

5. The electronic advertisement receiving apparatus according to
claim 3, wherein

5 said electronic advertisement further includes procedure
information representing a procedure for generating said presentation
information while updating said benefits, and

10 said electronic advertisement receiving apparatus further comprises
presentation information generating means for generating said presentation
information while updating said benefits according to said procedure
information of said electronic advertisement received by said electronic
advertisement receiving means.

6. An electronic advertisement confirming apparatus for an
advertiser comprising:

5 electronic advertisement supply means for supplying to a user an
electronic advertisement including advertisement information converted
into electronic information;

10 presentation information receiving means for receiving from said
user supplied with said electronic advertisement from said electronic
advertisement supply means presentation information representing that
said advertisement information of said electronic advertisement has been
presented to said user; and

presentation information output means for outputting said presentation information received by said presentation information receiving means.

7. The electronic advertisement confirming apparatus according to claim 6, further comprising validity confirming means for confirming validity of said presentation information received by said presentation information receiving means, wherein

5 said presentation information includes benefit information representing benefits supplied from said advertiser to said user in return for presentation of said advertisement information of corresponding said electronic advertisement.

8. The electronic advertisement confirming apparatus according to claim 7, further comprising:

5 presentation information storing means for storing for each said user said presentation information with validity confirmed by said validity confirming means; and

10 analyzed electronic advertisement supply means for analyzing for each said user said advertisement information corresponding to said presentation information stored in said presentation information storing means to supply to said user via said electronic advertisement supply means said electronic advertisement corresponding to said advertisement information having contents reflecting the analysis.

9. The electronic advertisement confirming apparatus according to claim 8, wherein

5 a plurality of said electronic advertisements corresponding to said advertisement information having the same contents are supplied to different said users and further include respective pieces of identifying information for uniquely identifying said electronic advertisements, and

 said pieces of identifying information corresponding to respective pieces of presentation information stored in said presentation information

storing means are different from each other.

10. An electronic advertisement supply system comprising an electronic advertisement distribution apparatus distributing an electronic advertisement including advertisement information corresponding to an advertiser, said advertisement information converted into electronic
5 information, and comprising an electronic advertisement receiving apparatus receiving said electronic advertisement and presenting said electronic advertisement to a user,

said electronic advertisement distribution apparatus including electronic advertisement transmitting means for transmitting said
10 electronic advertisement corresponding to said advertisement information requested by said advertiser to be distributed, said electronic advertisement transmitted together with an identifier for uniquely identifying said electronic advertisement, and

said electronic advertisement receiving apparatus including
15 response data transmitting means for generating, when said electronic advertisement is transmitted from said electronic advertisement transmitting means and received, response data representing reception of said electronic advertisement based on said identifier received together with said received electronic advertisement and transmitting the generated
20 response data to said electronic advertisement distribution apparatus.

11. The electronic advertisement supply system according to claim 10, wherein

said electronic advertisement distribution apparatus further includes

5 response data receiving means for receiving said response data transmitted from said response data transmitting means and

distribution ending means calculating the number of distributed electronic advertisements based on said response data received by said response data receiving means for ending distribution of said electronic
10 advertisements when the calculated number reaches a predetermined

number.

12. The electronic advertisement supply system according to claim 10, wherein

said electronic advertisement distribution apparatus distributes said electronic advertisement to a limited area.

13. The electronic advertisement supply system according to claim 10, further comprising an electronic advertisement confirming apparatus for said advertiser, wherein

5 said electronic advertisement confirming apparatus includes
 electronic advertisement distribution request means for requesting
said electronic advertisement distribution apparatus to distribute said
electronic advertisement,

10 presentation information receiving means for receiving from said
user receiving said distributed electronic advertisement presentation
information representing presentation of said electronic advertisement to
the user, and

 presentation information output means for outputting said
presentation information received by said presentation information
receiving means.

14. The electronic advertisement supply system according to claim 13, wherein

5 said electronic advertisement confirming apparatus further includes
presentation information storing means for storing for each said user said
presentation information received by said presentation information
receiving means, and

10 said advertisement information corresponding to said presentation
information stored in said presentation information storing means is
analyzed for each user and said electronic advertisement corresponding to
said advertisement information having contents reflecting the analysis is
distributed to the user via said electronic advertisement distribution request

means.

15. The electronic advertisement supply system according to claim 13, wherein

5 said presentation information includes benefit information representing benefits supplied from said advertiser to said user in return for presentation of said advertisement information of corresponding said electronic advertisement.

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